

Project Design Phase-I

PROBLEM SOLUTION FIT TEMPLATE

Date	18 october 2022
Team ID	PNT2022TMID36233
Project Name	Smart Lender-Applicant Credibility Prediction For Loan Approval
Maximum Marks	4 Marks

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Project Title: Smart Lender - Applicant Credibility Prediction for Loan Approval

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<div style="background-color: #f0f0f0; padding: 2px; font-weight: bold; text-align: center;">Define CS, fit into CC</div> <div style="background-color: #fff9e6; padding: 5px; margin-top: 5px;"> 1. CUSTOMER SEGMENT(S) CS <small>Who is your customer? i.e. problem segments of CS in a niche</small> <p>A Student who want to study can apply Educational loan. A business man who want to increase their production can apply business loan. A man who want to build a new home can apply home loan.</p> </div>	<div style="background-color: #fff9e6; padding: 5px; margin-top: 5px;"> 6. CUSTOMER CONSTRAINTS CC <small>What constraints prevent your customers from taking action or limit their choices? of CS</small> <p>Financial constraints for quality of investment. Increase income status. People want extra duration to pay their debt.</p> </div>	<div style="background-color: #fff9e6; padding: 5px; margin-top: 5px;"> 5. AVAILABLE SOLUTIONS AS <small>What solutions are available to solve the customer's problem?</small> <p>People can have jewels or properties before they apply for a loan , they can eligible for getting loan.</p> </div> <div style="background-color: #f0f0f0; padding: 2px; font-weight: bold; text-align: center;">Explore AS, differentiate</div>
<div style="background-color: #fff9e6; padding: 5px; margin-top: 5px;"> 2. JOBS-TO-BE-DONE / PROBLEMS J&P <small>When (jobs-to-be-done (or problems)) do you address for your CS?</small> <p>People want to buy a loan based on their situation. People want to build their financial status. People want to alleviate their burdens.</p> </div> <div style="background-color: #f0f0f0; padding: 2px; font-weight: bold; text-align: center;">Focus on J&P, fit into BE, understand RC</div>	<div style="background-color: #fff9e6; padding: 5px; margin-top: 5px;"> 9. PROBLEM ROOT CAUSE RC <p>People have low financial status level. People can loss profit in their own business. People can have low family situation like child education, women marriage, build home.</p> </div>	<div style="background-color: #fff9e6; padding: 5px; margin-top: 5px;"> 7. BEHAVIOUR BE <small>What does your customer do to address the problem and get the job done?</small> <p>Those who buy the loan for education and study , then the other consumer can decide to buy the products and behave as same as the customer. Business man can understand their audience and create more enticing product or services.</p> </div> <div style="background-color: #f0f0f0; padding: 2px; font-weight: bold; text-align: center;">Focus on J&P, fit into BE, understand RC</div>
<div style="background-color: #e6f5ff; padding: 5px; margin-top: 5px;"> 3. TRIGGERS TR <small>What triggers cause your customer to act? social prompts, needs</small> <p>People want to make their life luxurious so they can apply the loan and buy what they want. Tracks a consumer's credit behaviour across multiple products</p> </div> <div style="background-color: #e6f5ff; padding: 5px; margin-top: 5px;"> 4. EMOTIONS: BEFORE / AFTER EM <small>How do customers feel when they face a problem or a job and afterwards? i.e. lost, etc</small> <p>People can face rejection in the first stage of getting loan. Borrowers can become distressed due to various reasons, including business failure or loss of income or an inability to understand the terms of a loan.</p> </div> <div style="background-color: #f0f0f0; padding: 2px; font-weight: bold; text-align: center;">Identify strong TR & EM</div>	<div style="background-color: #e6f5ff; padding: 5px; margin-top: 5px;"> 10. YOUR SOLUTION SL <p>The prediction of credit defaulters is one of the difficult tasks for any bank. But by forecasting the loan defaulters, the banks definitely may reduce their loss by reducing their non-profit assets, so that recovery of approved loans can take place without any loss and it can play as the contributing parameter of the bank statement. This makes the study of this loan approval prediction important. Machine Learning techniques are very crucial and useful in the prediction of these types of data.</p> </div>	<div style="background-color: #e6f5ff; padding: 5px; margin-top: 5px;"> 8. CHANNELS of BEHAVIOUR CH <p>Online: The credit profiles of your network of closest 'friends' can be an important factor in determining your own credit score too. Offline: word of mouth based on customers.</p> </div> <div style="background-color: #f0f0f0; padding: 2px; font-weight: bold; text-align: center;">Identify strong TR & EM</div>